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ABSTRACT

This annotated bibliography presents an overview of journal articles and books published in 2001 on public relations that can be helpful to teachers and students as well as to practitioners and managers. This bibliography is subdivided into 40 categories including campaigns; consumer relations; community relations; corporate social responsibility; education; ethics; feminist issues; international issues; issues management; management; marketing; media relations; minority relations; nonprofit and fundraising; public relations theory; public affairs and lobbying; public relations management; speech/spokesperson; technology; visual communication; and writing techniques. An alphabetical list of journals is attached. (RS)

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